## Study of Service Quality and Customer Satisfaction: October-December 2008 Report

**Prepared** for

**Bright From The Start** 

January 20, 2009



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## **SECTION 1: Response Rates**

**Table 1: October-December 2008 Response Rates** 

Group	Sample Size	Number of Responses	Response Rate	Response Rate as % of Total
Child Care Site Visit	585	126 [12 On-line]	21.5%	23.3%
Family Day Care Site Visit	300	44 [2 On-line]	14.7%	8.1%
Nutrition Review	50	26	52.0%	4.8%
Pre-K Programs PQA Visit	643	283	44.0%	52.3%
Pre-K Programs TA Visit	162	62	38.3%	11.5%
Total	1740	541	31.1%	100%

### **SECTION 2: Child Care Site Visit**

Table 2: Item Means for Child Care Site Visit Survey\*

GSQI Item Text	Oct- Dec 07 Item Mean N=44	Jan- Mar 08 Item Mean N=67	Apr- June 08 Item Mean N=94	July- Sept 08 Item Mean N=105	Oct- Dec 08 Item Mean N=126
		t -			
Child Care Consultant greeted you respectfully.	9.3	9.2	9.4	9.4	9.1
Child Care Consultant seemed interested in understanding your needs.	9.3	8.8	9.2	9.0	9.0
Child Care Consultant was patient and calm.	9.3	9.2	9.4	9.2	9.2
Child Care Consultant was polite.	9.5	9.2	9.3	9.3	9.3
Child Care Consultant provided useful information.	9.3	9.2	9,3	9.1	9.1
Child Care Consultant seemed willing to go "the extra mile" to help					
meet your needs.	9.1	8.7	9.0	8.8	8.8
Child Care Consultant was willing to provide assistance.	9.0	8.8	9.2	9.0	9.0
Child Care Consultant answered your questions in an easy to					
understand way.	9.1	9.2	9.2	9.1	9.0
Child Care Consultant was well informed on your problems or issues.	8.4	9.0	9.1	9.1	9.1
Child Care Consultant answered your questions as completely as					
possible.	9.1	9.2	9.2	9.1	9.1
Child Care Consultant responded to your thoughts and concerns.	9.4	9.0	9.2	9.0	8.9
Child Care Consultant was open to hearing and confirming that s/he understood your needs or problems.	9.0		9.1		9.0
Customer Satisfaction Item Text	9.0	8.8	9.1	9.4	9.0
	· ·		· · ·		
Using a 10-point scale on which 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with the service received from Bright from the Start?	8.6	8.9	9.0	8.7	8.7
Using a 10-point scale on which 1 means "falls short of your expectations," and 10 means "exceeds your expectations," to what extent has Bright from the Start exceeded or fallen short of your expectations?	8.3	8.4	8.6	8.1	8.5
Now imagine how an ideal government agency would serve you. Using a 10-point scale on which 1 means "not very close to the ideal" and 10 means "very close to the ideal", how would you rate Bright from the Start?	8.0	8.4	8.3	7.9	8.4
Custom Survey Item Text	8.0	0.4	0.3	7.9	8.4
Child Care Consultant clearly understood the rules and regulations.	9.3	9.4	9.3	9.0	9.2
Child Care Consultant was fair in their review.	9.2	9.4			
Child Care Consultant was fair in their review.  Child Care Consultant applied the rules and regulations in a fair	9.2	9.0	9.1	8.8	9.0
manner.	9.3	9.0	9.0	8.9	9.0
Bright from the Start Main Office Staff greeted you respectfully.	8.8	N/A	N/A	N/A	8.7
Bright from the Start Main Office Staff seemed interested in		,	,	,	
understanding your needs.	8.4	N/A	N/A	N/A	8.5
Bright from the Start Main Office Staff provided useful information	[	.,,,		_ ,,,, l	
about agency programs.  Bright from the Start Main Office Staff promptly responded or	8.3	N/A	N/A	N/A	8.7
returned phone calls.	7.1	N/A	N/A	N/A	8.6
Overall, Bright from the Start Main Office Staff do their job well.	8.2				8.1
It appears that Bright from the Start is working more like one	0.4	N/A	N/A	N/A	8.1
department.	7.8	N/A	N/A	N/A	8.7

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 1: Child Care Citations among Child Care Site Visit Survey Respondents

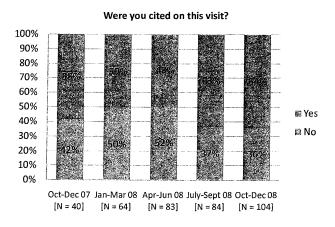
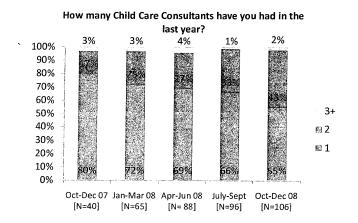


Figure 2: Number of Child Care Consultants in Last Year Reported by Child Care Site Visit Survey Respondents



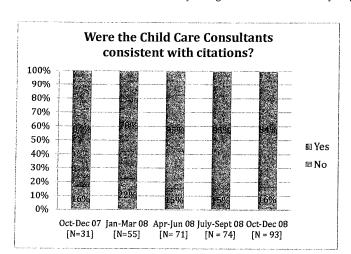


Figure 3: Perceived Child Care Consultant Consistency among Child Care Site Visit Survey Respondents

Figure 4: Frequency of Visits to Bright from the Start Website among Child Care Site Visit SurveyRespondents

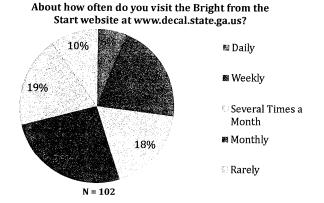


Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Respondents\*

Website Item Text	Jan-Mar 08 Item Mean N=67	Apr-June 08 Item Mean N=94	July-Sept 08 Item Mean N=90	Oct-Dec 08 Item Mean N=126
The website was easy to use.	8.0	8.4	7.8	7.9
The website was easy to search for information.	7.8	8.1	7.4	7.7
I was able to find the information I was looking for.	7.8	8.4	7.6	7.8
The quality of the information on the website met my needs.	7.9	8.5	8.1	8.1
I am very likely to use the website again.	8.6	9.2	8.7	8.9
I am very likely to use the website as a primary resource.	7.6	8.4	8.1	8.2
I would recommend the website to others.	8.0	8.9	8.4	8.4

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

### **SECTION 3: Family Day Care Site Visit**

Table 4: Item Means for Family Day Care Site Visit Survey\*

	0.0		r		0.5
	Oct-Dec	Jan-Mar	Apr-June		Oct-Dec
	07	08	.08	July-Sept	. 08
· ·	Item	ltem	Item	08 Item	Item
GSQI Item Text	Mean N=6	Mean N=15	Mean N=61	Mean N=70	Mean N=44
Contacting a Family Day Care Consultant about your	N=0	N=13	N≃OT	N=/U	14=44
need or problem was easy.	8.7	7.7	8.7	9.7	9.2
Information about the service or agency was easy to find.		8.0	9.0		
Wait time to talk to the Family Day Care Consultant was	8.5	8.0	9,0	9.4	8.7
reasonable.	8.3	7.8	8.9	9.2	8.7
Family Day Care Consultant greeted you respectfully.	8.5	9.1	9.3	9.5	8.9
Family Day Care Consultant greeted you respectfully.  Family Day Care Consultant seemed interested in	0.5	9.1	9.3	9.5	8.9
understanding your needs.	7.8	8.8	9.1	9.4	8.7
Family Day Care Consultant was patient and calm.	8.5	9.1	9.3	9.5	9.0
Family Day Care Consultant was polite.	8.5	8.9	9.3	9.6	9.1
Family Day Care Consultant provided useful information.	7.3	8.9	9.3	9.5	9.2
Family Day Care Consultant seemed willing to go "the	7.3	0.9	7.3	9.5	9,2
extra mile" to help meet your needs.	7.2	8.9	9.0	9.4	8.6
Family Day Care Consultant was willing to provide		- 0.5		7	0.0
assistance.	7.5	9.5	9.2	9.5	8.6
Family Day Care Consultant answered your questions in					
an easy to understand way.	7.5	9.6	9.5	9.5	9.2
Family Day Care Consultant clearly understood your					
problems or issues.	7.3	9.5	9.0	9.6	8.5
Family Day Care Consultant was well informed on your					
problems or issues.	7.2	9.5	9.0	9.8	8.6
Family Day Care Consultant answered your questions as	- 1		l l	ı	
completely as possible.	7.8	9.5	9.2	9.7	9.1
Family Day Care Consultant responded to your thoughts	[	i	[	!	
and concerns.	7.5	9.4	9.1	9.6	9.0
Family Day Care Consultant was open to hearing and confirming that s/he understood your needs or				l	
problems.	7.2	9.4	9.0	9.6	8.5
Customer Satisfaction Item Text	7.2	5.4	9.0	9.0	0.5
Using a 10-point scale where 1 means "very dissatisfied"					
and 10 means "very satisfied," how satisfied are you with				- 1	
the service received from Bright from the Start?	7.7	8.6	9.1	9.2	8.7
Using a 10-point scale where 1 means "falls short of your	<del>'-'-</del> -	0.0	9.1	7.2	0.7
expectations" and 10 means "exceeds your expectations,"	1	i		- 1	
to what extent has Bright from the Start exceeded or			- 1	i i	
fallen short of your expectations?	7.2	8.4	8.9	8.9	8.5
Now imagine how an ideal government agency would					
serve you. Using a 10-point scale on which 1 means "not		l	- 1	į.	- 1
very close to the ideal" and 10 means "very close to the	į	İ			
ideal," how would you rate Bright from the Start?	7.8	8.6	8.7	8.9	8.6

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Table 4: Item Means for Family Day Care Site Visit Survey (continued)

Custom Survey Item Text	Oct-Dec 07 Item Mean N=6	Jan-Mar 08 Item Mean N=15	Apr-June 08 Item Mean N=61	July-Sept 08 Item Mean N=70	Oct-Dec 08 Item Mean N=44
Family Day Care Consultant clearly					
understood the rules and regulations.	8.3	9.5	9.5	9.8	9.3
Family Day Care Consultant was fair in					
their review.	6.8	9.6	9.1	9.3	8.8
Family Day Care Consultant applied					
the rules and regulations in a fair					
manner.	6.8	9.6	9.2	9.6	9.1
Bright from the Start Main Office Staff					
greeted you respectfully.	9.6	N/A	N/A	N/A	9.1
Bright from the Start Main Office Staff					
seemed interested in understanding				i	
your needs.	9.0	N/A	N/A	N/A	9.0
Bright from the Start Main Office Staff					
provided useful information about					
agency programs.	7.8	N/A	N/A	N/A	9.3
Bright from the Start Main Office Staff					
promptly responded or returned					
phone calls.	7.8	N/A	N/A	N/A	8.5
Overall, Bright from the Start Main					
Office Staff do their job well.	8.2	N/A	N/A	N/A	8.4

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Figure 5: Initial or Subsequent Licensing Study Visit among Family Day Care Site Visit Survey Respondents

#### Initial or Subsequent Licensing Study Visit

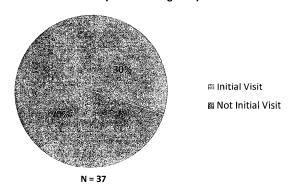


Figure 6: Child Care Citations among Family Day Care Site Visit Survey Respondents

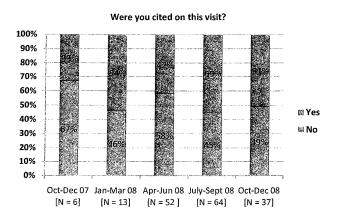


Figure 7: Percentage of Family Day Care Site Visit Survey Respondents with Email Access

#### **Email Access**

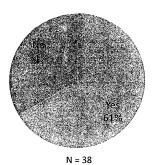


Figure 8: Frequency of Visits to Bright from the Start Website among Family Day Care Site Visit Survey Respondents

#### Frequency of Visits to Bright From the Start Website

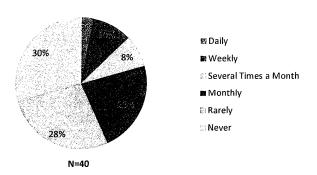


Table 5: Bright from the Start Website Item Means for Family Day Care Site Visit Survey Respondents

Website Item Text	Jan-Mar 08 Item Mean N=15	Apr-June 08 Item Mean N=61	July-Sept 08 Item Mean N=70	Oct-Dec 08 Item Mean N=25
The website was easy to use.	7.9	8.7	9.0	8.4
The website was easy to search for information.	8.0	8.8	9.0	8.6
I was able to find the information I was looking for.	8.0	9.1	9.2	8.6
The quality of the information on the website met my needs.	8.0	9.0	9.4	8.9
I am very likely to use the website again.	9.1	9.2	9.5	9.0
I am very likely to use the website as a primary resource.	8.0	8.7	8.8	8.7
I would recommend the website to others.	8.4	8.9	9.5	9.0

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

#### **SECTION 4: Nutrition Review**

Table 6: Item Means for Nutrition Review Survey

GSQI Item Text	Oct- Dec 07 Item Mean N=39	Jan- Mar 08 Item Mean N=60	Apr- June 08 Item Mean N=21	July- Sept 08 Item Mean N=20	Oct- Dec 08 Item Mean N=26
Nutrition Consultant greeted you respectfully	9.6	9.4	9.7	9.5	9.2
Nutrition Consultant seemed interested in understanding your needs	9.1	9.3	9.0	9.4	9.3
Nutrition Consultant was patient and calm	9.4	9.5	9.5	9.6	9.4
Nutrition Consultant was polite	9.5	9.4	9.7	9.4	9.4
Nutrition Consultant provided useful information	9.1	9.2	9.4	9.7	9.5
Nutrition Consultant was willing to provide assistance	9.2	9.4	9.0	9.5	9.4
Nutrition Consultant answered your questions in an easy to understand way	9.1	9.3	9.5	9.5	9.5
Nutrition Consultant clearly understood your problems or issues	8.7	9.1	8.9	9.6	9.4
Nutrition Consultant was well informed on your problems or issues	9.3	9.2	9.1	9.6	9.4
Nutrition Consultant answered your questions as completely as possible	9.4	9.4	9.2	9.7	9.4
Nutrition Consultant was open to hearing and confirming that s/he understood your needs or problems	9.2	9.4	9.0	9.4	9.3
Customer Satisfaction Item Text					
Using a 10-point scale on which 1 means very dissatisfied and 10 means very satisfied, how satisfied are you with the service received from Bright from the Start?	9.1	9.0	9.0	9.5	9.5
Using a 10-point scale on which 1 means falls short of your expectations and 10 means exceeds your expectations, to what extent has Bright from the Start exceeded or fallen short of your expectations?	8.7	8.4	8.8	9.2	8.8
Now imagine how an ideal government agency would serve you. Using a 10-point scale on which 1 means not very close to the ideal and 10 means very close to the ideal, how would you rate Bright from the Start?	8.6	8.3	9.3	9.4	9.0
Custom Survey Item Text					
Nutrition Consultant seemed willing to go "the extra mile" to help meet your needs for technical assistance	8.9	9.2	9.0	9.4	9.3
Using a 10-point scale where 1 means Strongly Disagree and 10 means Strongly Agree, please rate the following statement. "It appears that Bright from the Start is working more like one department."	8.6	8.2	8.9	9.2	8.9
Nutrition Consultant responded to your concerns.	9.2	9.3	9.0	9.4	9.6
Nutrition Consultant was fair in their review	8.9	9.2	9.0	9.6	9.3
Nutrition Consultant applied the rules and regulations in a fair manner	9.3	9.4	9.0	9.5	9.5
Nutrition Consultant clearly understood USDA regulations	9.2	9.4	9.4	9.7	9.7

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 9: Findings among Nutrition Review Survey Respondents

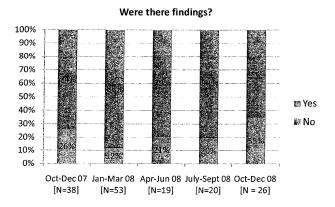


Figure 10: Reclaims Among Nutrition Review Survey Respondents

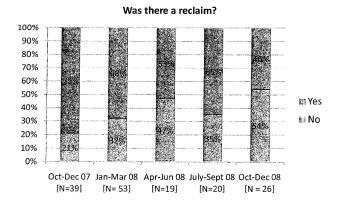


Figure 11: Title of Nutrition Review Survey Respondents (%)

### **Nutrition Survey Repondents Title**

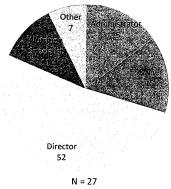


Figure 12: Frequency of Visits to Bright from the Start Website among Nutrition Review Survey Respondents

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

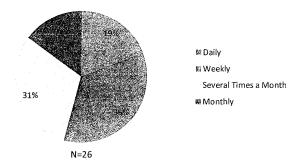


Table 7: Bright from the Start Website Item Means for Nutrition Review Survey Respondents

Website Item Text	Oct-Dec 07 Item Mean N=39	Jan-Mar 08 Item Mean N=60	Apr-June 08 Item Mean N=21	July-Sept 08 Item Mean N=54	Oct-Dec 08 Item Mean N=26
The website was easy to use.	8.2	8.5	9.0	8,8	8.7
The website was easy to search for information.	7.2	8.1	8.8	8.4	8.5
I was able to find the information I was looking for.	7.8	8.5	8.7	8.9	9.0
The quality of the information on the website met my needs.	8.0	8.6	8.9	9.0	9.1
I am very likely to use the website again.	8.8	9.3	9.8	9.5	9.3
I am very likely to use the website as a primary					
resource.	8.4	8.6	9.2	9.1	9.0
I would recommend the website to others.	8.4	9.0	9.7	9.2	9.2

 $<sup>^{*}10</sup>$  point scale where 1 means Strongly Disagree and 10 means Strongly Agree

### **SECTION 5: Pre-K Program PQA & TA Visit**

Table 8: Item Means for Pre-K Program PQA Visit Survey

GSQI Item Text	Oct-Dec 07 Item Mean N=8	Jan-Mar 08 Item Mean N=22	Apr- June 08 Item Mean N=742	PQA July- Sept 08 Item Mean N=32	TA Visit July Sept 08 Item Mean N=46	PQA Oct-Dec 08 Item Mean N=283	TA Visit Oct-Dec 08 Item Mean N=62
Contacting a Pre-K consultant about your need or							
problem was easy	9.1	9.2	8.7	9.5	9.2	9,1	9.4
Information about the service or agency was easy to find	9,4	9.0	8.9	9.4	9.2	9.2	9.3
Wait time to talk to the Pre-K consultant of the	9,4	9.0	0.9	9,4	7.2	7.4	7,3
day was reasonable	8.0	8.5	8.7	9.8	9.4	8.9	9.4
Pre-K Consultant greeted you respectfully	9.4	9.4	9.4	9.9	9.5	9.6	9.7
Pre-K Consultant seemed interested in							
understanding your needs	9.3	8.3	8.7	9.3	9.2	9.2	9.5
Pre-K Consultant was patient and calm	8.6	9.4	9,2	9.5	9.5	9.5	9.7
Pre-K Consultant was polite	9.3	9.3	9.4	9.7	9.6	9.6	9.7
Pre-K Consultant provided useful information	9.5	8.6	8.8	9.4	9.3	9.2	9.6
Pre-K Consultant was willing to provide	,,,,	- 0.0	0.0	21.1	710	7.2	
assistance	9.3	8.6	8.9	9.4	9.1	9.3	9.6
Pre-K Consultant answered your questions in an							
easy to understand way	9.6	8.1	8.8	9.5	9.3	9.3	9.5
Pre-K Consultant was well informed on your			0.6	0.6	0.0	0.0	9.4
problems or issues Pre-K Consultant answered your questions as	8.9	8.0	8.6	9,6	9.3	9.3	9,4
completely as possible	9.3	8.1	8.8	9.4	9.1	9.3	9.4
Pre-K Consultant responded to your concerns	9.1	8.6	8.7	9.3	9.2	9.3	9.5
Pre-K Consultant was open to hearing and	9,1	0.0		7.5	9.2	7.5	7.5
confirming that s/he understood your needs or	Į.						
problems	9.3	8.1	8.6	9.5	9.3	9.2	9.5
Customer Satisfaction Item Text							
Using a 10-point scale on which 1 means very							
dissatisfied and 10 means very satisfied, how							
satisfied are you with the service received from					0.0		0.0
Bright from the Start? Using a 10-point scale on which 1 means falls	8.9	8.2	8.3	9.1	9.0	8.9	9.2
short of your expectations and 10 means exceeds	•	1	1				
your expectations, to what extent has Bright from	i	i		ŀ			
the Start exceeded or fallen short of your	1		1		1		
expectations?	8.4	8.0	7.8	8.4	8.6	8.5	8.5
Now imagine how an ideal government agency would serve you. Using a 10-point scale on which	1						
1 means not very close to the ideal and 10 means	i	1	l			- 1	
very close to the ideal, how would you rate Bright	- 1			- 1			
from the Start?	8.3	7.9	7.8	8.4	8.4	8.3	8.3
Custom Survey Item Text							
Pre-K Consultant clearly understood the PQA							
process	9.4	8.7	9.0	9.8	N/A	9.5	N/A
Pre-K Consultant was fair in their review	7.5	7.8	8.4	9.4	N/A	9.2	N/A
Pre-K Consultant applied the rules and				9.3			
regulations in a fair manner	9.1	8.4	8.6		N/A	9.3	N/A
Pre-K Consultant clearly understood Pre-K guidelines	0.6	ا م		9.7	N//	9.5	N / 4
guidennes It appears that Bright from the Start is working	9.6	8.6	9.1		N/A	9.5	N/A
			7.9	1			8.2

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 13: Pre-K Program PQA Visit Survey Respondents -- Receipt of Expected Scores

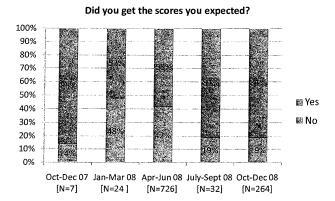


Figure 14: Pre-K Program PQA Visit Survey Respondents -- TA Visit Recommendations

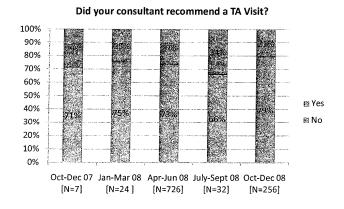


Figure 15: Pre-K Program TA Visit Survey Respondents -- Who Initiated TA Visit

#### Who initiated the TA visit?

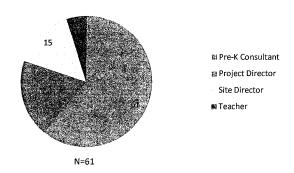


Figure 16: Pre-K Program TA Visit Survey Respondents -Application for Pre-K Expansion

#### Has this program applied for Pre-K expansion?

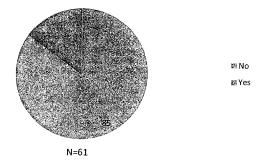


Figure 17: Pre-K Program TA Visit Survey Respondents Where Program Did Apply For Pre-K Expansion -- Was Program Granted Pre-K Expansion

#### Was your program granted the Pre-K expansion requested?

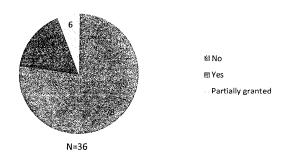


Figure 18: Title of Pre-K Program PQA Visit Survey Respondents

#### What is your title?

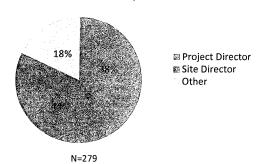


Figure 19: Title of Pre-K Program TA Visit Survey Respondents

# What is your title? 15 Project Director ☐ Site Director Other N=61

 $Figure\ 20: Frequency\ of\ Visits\ to\ Bright\ from\ the\ Start\ Website\ among\ Pre-K\ Program\ PQA\ Visit\ Survey\ Respondents$ 

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

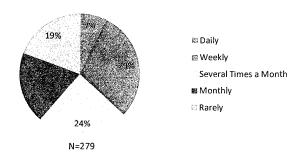


Figure 21: Frequency of Visits to Bright from the Start Website among Pre-K Program TA Visit Survey Respondents

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

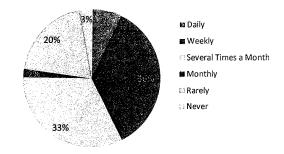


Table 9: Bright from the Start Website Item Means for Pre-K Programs PQA Visit Survey Respondents

Website Item Text	Oct-Dec 07 Item Mean N=8	Jan-Mar 08 Item Mean N=22	Apr-June 08 Item Mean N=742	PQA July-Sept 08 Item Mean N=32	TA Visit July Sept 08 Item Mean N=46	PQA Oct- Dec 08 Item Mean N=279	TA Visit Oct-Dec 08 Item Mean N=62
The website was easy to use.	9.0	8.6	8.4	8.5	8.5	8.3	8.6
The website was easy to search for information.	8.8	8.5	8.3	8.5	8.3	8.1	8.5
I was able to find the information I was looking for.	8.6	8.2	8.4	8.7	8.6	8.4	8.3
The quality of the information on the website met my needs.	8.9	8.7	8.6	8.9	8.7	8.6	8.7
I am very likely to use the website again.	9.0	9.3	9.1	8.5	9.1	9.0	9.1
I am very likely to use the website as a primary resource.	9.0	8.8	8.3	8.8	8.4	8.3	8.4
I would recommend the website to others.	7.9	8.8	8.7	8.5	8.8	8.7	8.5

 $<sup>^{*}10</sup>$  point scale where 1 means Strongly Disagree and 10 means Strongly Agree

## **SECTION 6: Comparison of Common Items**

 $\textbf{Table 10: Oct-Dec 08 Item Means Comparison for Georgia Service Quality Index [GSQI] and Customer Satisfaction Index [CSI] Items Common across all Groups \\$ 

	GSQI Item Text	Child Care Site Visit N=126	Family Day Care Site Visit N=44	Nutrition Review N=26	Pre-K PQA Visit N=283	Pre-K TA Visit N=62
1	Courteous					
1	Consultant greeted you respectfully.	9.1	8.9	9,2	9.6	9.7
3SQI Attributes/Items	Consultant seemed interested in understanding your needs.	9.0	8.7	9.3	9.2	9.5
뽈	Consultant was patient and calm.	9.2	9.0	9.4	9.5	9.7
8	Consultant was polite.	9.3	9.1	9.4	9.6	9.7
E .	Helpful					
E	Consultant provided useful information.	9.1	9.2	9.5	9.2	9.6
¥	Consultant was willing to provide assistance.	9.0	8.6	9.4	9.3	9.6
GSQ	Knowledgeable Consultant answered your questions in an easy to					
	understand way.	9.0	9.2	9.5	9.3	9.5
1 1	Consultant was well informed on your problems or issues.	9.1	8.6	9.4	9.3	9.4
	Responsive					
	Consultant answered your questions as completely as possible.	9.1	9.1	9.4	9.3	9.4
	Consultant was open to hearing and confirming that s/he understood your needs or problems.	9.0	8.5	9.3	9.2	9.5
	Customer Satisfaction Item Text					
	On a scale from 1 to 10, how satisfied are you with the service you received from this agency?	8.7	8.7	9.5	8.9	9.2
SSI	On a scale from 1 to 10, to what extent has the service you received from this agency exceeded or fallen short of your expectations?	8.5	8.5	8,8	8.5	8.5
	Think about how and ideal agency would serve you. On a scale from 1 to 10, how would you rate the service you	0.5	0.5	0.0	0.3	0.3
	received from this agency? * 10 point scale where 1 means Poor and 10 means	8.4	8.6	9.0	8.3	8.3

<sup>\* 10</sup> point scale where 1 means Poor and 10 means Excellent



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#### Public Performance and Management Group Project Staff

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Deon Locklin is Director of the Public Performance and Management Group, and an adjunct faculty member of the Public Management and Policy Department, at Georgia State University. Her career includes over  $20\,$ years of delivering technical assistance, executive coaching, instruction, and applied research within the public sector. Nationally, she has conducted over 500 seminars, presentations, and guest lectures. Locklin has created and managed numerous education programs for emerging leaders in the public and nonprofit sectors. She assists public sector and nonprofit organizations with customer-driven strategic management, the design and implementation of management development programs, and organizational performance management systems. In addition, she has conducted multiple field-based research projects in needs analysis, customer satisfaction assessment, and performance measurement. Locklin holds a Master of Education from Auburn University, and achieved All But Dissertation status pursuant to a Ph.D. in Organizational Leadership.

Jason Lee is a Research Associate with the Public Performance and Management Group at Georgia State University. In this role, he conducts project management and serves as customer liaison for applied research projects within the public sector. Lee holds Bachelor of Science degrees in Physics and Public Administration, as well as a Master of Public Administration from Georgia State University.

## Study of Service Quality and Customer Satisfaction: January – March 2009 Report

Prepared for Bright from the Start



Public Performance & Management Group P. O. Box 3986 Atlanta, GA 30302-3986 (404) 413-0177 Study of Service Quality and Customer Satisfaction January-March 2009 Quarterly Report **Table of Contents** 

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### **SECTION 1: Response Rates**

Table 1: January-March 2009 Response Rates

Group	Sample Size	Number of Responses	Response Rate	Response rate as % of Total
Child Care Site Visit	600	149[13 on-line]	25%	23%
Family Day Care Site Visit	500	128 [6 on-line]	26%	20%
Nutrition Review	50	28	56%	4%
Pre-K Programs PQA Visit	576	265	46%	41%
Pre-K Programs TA Visit	229	79	34%	12%
Total	1955	649	33%	100%

### **SECTION 2: Child Care Site Visit**

Table 2: Item Means for Child Care Site Visit Survey\*

Table 2: Item Means for Child Care Site Visit Survey*						
<b>i</b>	Oct-	Jan-	Apr-	July-	Oct-Dec	Jan-
•	Dec 07 Item	Mar 08 Item	June 08 Item	Sept 08 Item	08 Item	Mar 09 Item
	Mean	Mean	Mean	Mean	Mean	Mean
GSQI Item Text	N=44	N=67	N=94	N=105	N=126	N=149
Child Care Consultant greeted you respectfully.	9.3	9.2	9,4	9.4	9.1	9.1
Child Care Consultant seemed interested in understanding your						
needs.	9.3	8.8	9.2	9.0	9.0	8.8
Child Care Consultant was patient and calm.	9.3	9.2	9.4	9.2	9.2	9.2
Child Care Consultant was polite.	9.5	9.2	9.3	9.3	9.3	9.2
Child Care Consultant provided useful information.	9.3	9.2	9.3	9.1	9.1	8.9
Child Care Consultant seemed willing to go "the extra mile" to						
help meet your needs.	9.1	8.7	9.0	8.8	8.8	8.7
Child Care Consultant was willing to provide assistance.	9.0	8.8	9.2	9.0	9.0	8.9
Child Care Consultant answered your questions in an easy to						
understand way.	9.1	9.2	9.2	9.1	9.0	9.1
Child Care Consultant was well informed on your problems or issues.						
Child Care Consultant answered your questions as completely as	8.4	9.0	9.1	9.1	9.1	8.8
possible.	9.1	9.2	9.2	9.1	9.1	8.9
Child Care Consultant responded to your thoughts and concerns.	9.4	9.0	9.2	9.0	8.9	8.9
Child Care Consultant was open to hearing and confirming that						
s/he understood your needs or problems.	9.0	8.8	9.1	9.4	9.0	8.8
Customer Satisfaction Item Text	1				학 사는 선	
Using a 10-point scale on which 1 means "very dissatisfied" and		- 1				
10 means "very satisfied," how satisfied are you with the service						
received from Bright from the Start?	8.6	8.9	9.0	8.7	8.7	8.7
Using a 10-point scale on which 1 means "falls short of your	i 1					
expectations" and 10 means "exceeds your expectations," to						
what extent has Bright from the Start exceeded or fallen short of your expectations?						
Now imagine how an ideal government agency would serve you.	8.3	8.4	8.6	8.1	8.5	8.2
Using a 10-point scale on which 1 means "not very close to the	1	ı				
ideal" and 10 means "very close to the ideal", how would you			- 1			
rate Bright from the Start?	8.0	8.4	8.3	7.9	8.4	8.2
Custom Survey Item Text	0.0	0.7	0.5	····	0.1	0,2
Child Care Consultant clearly understood the rules and						
regulations.	9.3	9.4	9.3	9.0	9.2	9.2
Child Care Consultant was fair in their review.	9.2	9.0	9.1	8.8	9.0	8.9
Child Care Consultant applied the rules and regulations in a fair						
manner.	9.3	9.0	9.0	8.9	9.0	9.0
Bright from the Start Main Office Staff greeted you respectfully.	8.8	N/A	N/A	N/A	8.7	N/A
Bright from the Start Main Office Staff seemed interested in						
understanding your needs. Bright from the Start Main Office Staff provided useful	8.4	N/A	N/A	N/A	8.5	N/A
information about agency programs.	8.3	N/A	N/A	N/A	8.7	N/A
Bright from the Start Main Office Staff promptly responded or	0.5	- IV/A	N/A	N/A	0.7	IV/A
returned phone calls.	7.1	N/A	N/A	N/A	8.6	N/A
Overall, Bright from the Start Main Office Staff do their job well.	8.2	N/A	N/A	N/A	8.1	N/A
It appears that Bright from the Start is working more like one		/	- '			,
department.	7.8	N/A	N/A	N/A	8.7	N/A

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 1: Child Care Citations among Child Care Site Visit Survey Respondents

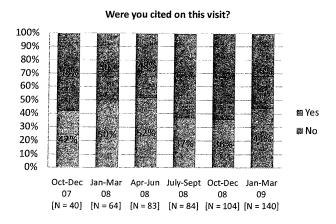


Figure 2: Number of Child Care Consultants in Last Year Reported by Child Care Site Visit Survey Respondents

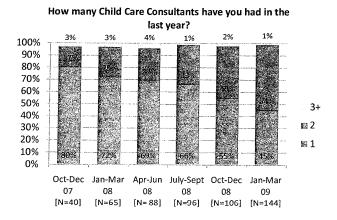


Figure 3: Perceived Child Care Consultant Consistency among Child Care Site Visit Survey Respondents

OBSO.

## Were the Child Care Consultants consistent with citations?

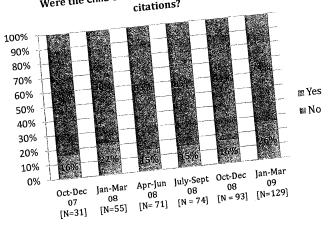


Figure 4: Frequency of Visits to Bright from the Start Website among Child Care Site Visit Survey Respondents

## About how often do you visit the Bright from the Start website at www.decal.state.ga.us?

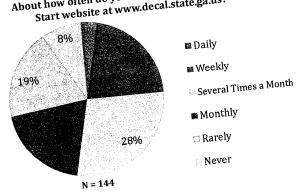


Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Respondents\*

Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3: Bright from the Start Website Item Means for Child Care Site Visit Survey Responsible 1 Table 3:									
Great Website Item Means	for Child Ca			Oct-Dec	Jan-Mar				
Table 3: Bright from the Start Wesser	Jan-Mar 08 Item Mean	Apr-June 08 Item Mean N=94	08 Item Mean N=90	08 Item Mean N=126	09 Item Mean N=121 7.6				
	N=67 8.0	8.4	7.8 7.4	77	7.4				
Website Item Text The website was easy to use. The website was easy to search for information.	7.8	- 04	1-76	70	7.5				
The website was easy to use.  The website was easy to search for information.  The website was easy to search for information I was looking for.	7.8	8.4	7	8.1	7.8				
The website was easy to search for information I was looking for.  I was able to find the information I was looking for.  The quality of the information on the website met	7.9	-	0.	1-00	07				
my needs.	8.6	6	1	. 8.	2 7.8				
my needs.  I am very likely to use the website again.  I am very likely to use the website as a primary	$\frac{1}{2}$	6 8.	4 8. 9 8.	11-0	02				
resource.  I would recommend the website to others.	nd 10 means	Strongly A	gree						

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Figure 5: Knowledge of Local Child Resource and Referral Agency among Child Care Site Visit Survey Respondents

# Do you know which local Child Care Resource and Referral Agency (R&R) serves your program?

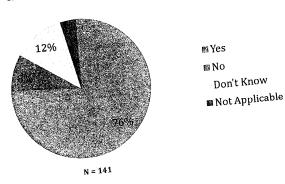
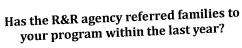


Figure 6: R&R Agency Referral among Child Care Site Visit Survey Respondents



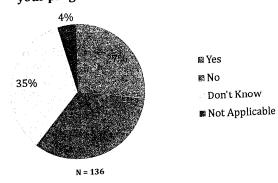


Table 4: R&R Staff Item Means for Child Care Site Visit Survey

	Jan-Mar 08 Item Mean*	Jan-Mar 09 Item Mean*
R&R Item Text	8.8**	9.0**
Greeted you respectfully.	8.7**	8.9**
Seemed interested in understanding your needs.	8.8**	9.0**
Was polite.	8.8**	8.9**
Provided useful information.	8.4**	8.6**
Promptly responded or returned phone calls.	8.8**	8.8**
Overall, the R&R Staff do their job well.	ns Strongly Agree	

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree
\*\*Indicates items with >25% non-response rate

# **SECTION 3: Family Day Care Site Visit**

Table 5: Item Means for Family Day Care Site Visit Survey\*

Table 5: Item Means for Family Day Care Site	Oct- Dec 07 Item Mean N=6	Jan-Mar 08 Item Mean N=15	Apr- June 08 Item Mean N=61	July- Sept 08 Item Mean N=70	Oct-Dec 08 Item Mean N=44	Jan-Mar 09 Item Mean N=128
GSQI Item Text Contacting a Family Day Care Consultant about					9.2	8.3
Contacting a Family Day Care Consultant about	8.7	7.7	8.7	9.7	9.2	0.0
your need or problem was easy. Information about the service or agency was easy				0.4	8.7	8.7
	8.5	8.0	9.0	9.4	0.7	
to find.  Wait time to talk to the Family Day Care Consultant				9.2	8.7	8.4
was reasonable.	8.3	7.8	8.9	7.4		
Family Day Care Consultant greeted you			9.3	9.5	8.9	9.1
magnoctfully	8.5	9.1	9.5	9.5		
Family Day Care Consultant seemed interested in		8.8	9.1	9.4	8.7	8.8
understanding your needs.	7.8		9.3	9.5	9.0	9.2
Family Day Care Consultant was patient and calm.	8.5	9.1	9.3	9.6	9.1	9.2
Family Day Care Consultant was polite.	8.5	8.9	9,3	9.0		
Family Day Care Consultant provided useful				9.5	9.2	9.0
information	7.3	8.9	9.3	7.3	<del> </del>	
Family Day Care Consultant seemed willing to go			9.0	9.4	8.6	8.4
"the outra mile" to help meet your needs.	7.2	8.9	9.0	7.3		
Family Day Care Consultant was willing to provide		9.5	9.2	9.5	8.6	8.7
accistance	7.5	9.5	7.2	1	1	
Family Day Care Consultant answered your	٦.	9.6	9.5	9.5	9.2	9.0
questions in an easy to understand way.	7.5	9.0	1 - 7.3	<u> </u>		
Family Day Care Consultant clearly understood	7.3	9.5	9.0	9.6	8.5	8.6
muchlame or issues	7.3	3.3	<del>                                     </del>			
Family Day Care Consultant was well informed on	7.2	9.5	9.0	9.8	8.6	8.8
your problems or issues.	1.2	<del>                                     </del>	1		1	
Family Day Care Consultant answered your	7.8	9.5	9.2	9.7	9.1	8.9
questions as completely as possible.	<del>                                     </del>	<del></del>	1	T -	1	
Family Day Care Consultant responded to your	7.5	9.4	9.1	9.6	9.0	8.9
thoughts and concerns.	<del> </del>	<b>T</b>			1	1
Family Day Care Consultant was open to hearing	1	1	1	1		8.6
and confirming that s/he understood your needs or	7.2	9.4	9.0	9.6	8.5	0.0
problems.						
Customer Satisfaction Item Text					1	1
Using a 10-point scale where 1 means "very	1	1	1	1	1	1
dissatisfied" and 10 means "very satisfied," how	1	1		1 .		7 8.
satisfied are you with the service received from	7.	7 8.0	5 9.3	9.	2 8.	<del>/  </del>
Bright from the Start? Using a 10-point scale where 1 means "falls short of	T	T	ì	1		1
Using a 10-point scale where I means land short of your expectations" and 10 means "exceeds your	1	1	1	1	1	1
expectations," to what extent has Bright from the	1	Ì	ı		9 8.	5 8.
Start exceeded or fallen short of your expectations?	7.	2 8.	4 8.	9 8.	8.	<del>-                                     </del>
to the second and a second a second and a second a second and a second a second and			1		l	
I I I I I I I I I I I I I I I I I I I	1	i	1	1	1	1
"-at your close to the ideal and 10 incars	1	1	1	1		
"very close to the ideal," how would you rate Bright			6 8.	7 8	9 8	.6 8
from the Start?						

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

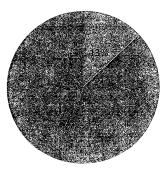
Table 6: Item Means for Family Day Care Site Visit Survey (continued)

Custom Survey Item Text	Oct-Dec 07 Item Mean N=6	Jan-Mar 08 Item Mean N=15	Apr-June 08 Item Mean N=61	July-Sept 08 Item Mean N=70	Oct-Dec 08 Item Mean N=44	Jan-Mar 09 Item Mean N=129
Family Day Care Consultant						
clearly understood the rules and regulations.	8.3	9.5	9.5	9.8	9.3	9.0
Family Day Care Consultant was fair in their review.	6.8	9.6	9.1	9.3	8.8	9.0
Family Day Care Consultant						
applied the rules and regulations in a fair manner.	6.8	9.6	9.2	9.6	9.1	9.0
Bright from the Start Main Office Staff greeted you respectfully.	9.6	N/A	N/A	N/A	9.1	N/A
Bright from the Start Main Office Staff seemed interested in understanding your needs.	9.0	N/A	N/A	N/A	9.0	N/A
Bright from the Start Main Office Staff provided useful information about agency programs.	7.8	N/A	N/A	N/A	9.3	N/A
Bright from the Start Main Office			, , , , , , , , , , , , , , , , , , , ,			
Staff promptly responded or returned phone calls.	7.8	N/A	N/A	N/A	8.5	N/A
Overall, Bright from the Start Main Office Staff do their job well.	8.2	N/A	N/A	N/A	8.4	N/A

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Figure 7: Initial or Subsequent Licensing Study Visit among Family Day Care Site Visit Survey Respondents

#### Initial or Subsequent Licensing Study Visit



M Initial Visit M Not Initial Visit

N = 112

Figure 8: Child Care Citations among Family Day Care Site Visit Survey Respondents

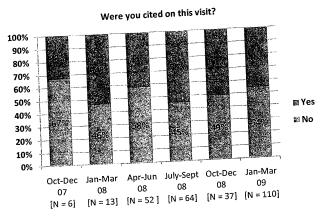
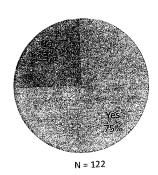


Figure 9: Percentage of Family Day Care Site Visit Survey Respondents with Email Access

#### **Email Access**



 $Figure \ 10: Frequency \ of \ Visits \ to \ Bright \ from \ the \ Start \ Website \ among \ Family \ Day \ Care \ Site \ Visit \ Survey \ Respondents$ 

#### Frequency of Visits to Bright From the Start Website

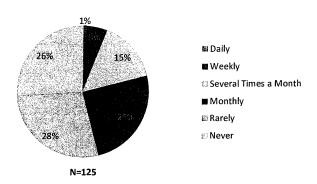


 Table 7: Bright from the Start Website Item Means for Family Day Care Site Visit Survey Respondents

Website Item Text	Jan-Mar 08 Item Mean N=15	Apr- June 08 Item Mean N=61	July- Sept 08 Item Mean N=70	Oct-Dec 08 Item Mean N=25	Jan-Mar 09 Item Mean N=88
The website was easy to use.	7.9	8.7	9.0	8.4	7.9
The website was easy to search for information.	8.0	8.8	9.0	8.6	7.8
I was able to find the information I was looking for.	8.0	9.1	9.2	8.6	8.0
The quality of the information on the website met my needs.	8.0	9.0	9.4	8.9	8.0
I am very likely to use the website again.	9.1	9.2	9.5	9.0	8.4
I am very likely to use the website as a primary resource.	8.0	8.7	8.8	8.7	8.0
I would recommend the website to others.	8.4	8.9	9.5	9.0	8.4

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Figure 11: Knowledge of Local Child Resource and Referral Agency among Family Day Care Site Visit Survey Respondents

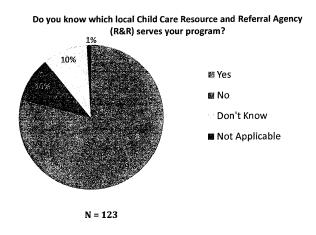


Figure 12: R&R Agency Referrals among Family Day Care Site Visit Survey Respondents

### Has the R&R Agency referred families to your program in the last year?

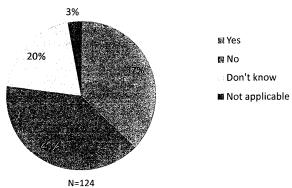


Table 8: R&R Staff Item Means for Family Day Care Site Visit Survey

R&R Item Text	Jan-Mar 08 Item Mean*	Jan-Mar 09 Item Mean*
Greeted you respectfully.	9.3	9.1
Seemed interested in understanding your needs.	9.2	9.0
Was polite.	9.3	9.1
Provided useful information.	9.5	9.0
Promptly responded or returned phone calls.	9.2**	8.9**
Overall, the R&R Staff do their job well.	9.3	9.1

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree
\*\*>25% non-response rate

### **SECTION 4: Nutrition Review**

Table 9: Item Means for Nutrition Review Survey

GSQI Item Text	Oct- Dec 07 Item Mean N=39	Jan- Mar 08 Item Mean N=60	Apr- June 08 Item Mean N=21	July- Sept 08 Item Mean N=20	Oct- Dec 08 Item Mean N=26	Jan- Mar 09 Item Mean N=28
Nutrition Consultant greeted you respectfully.	9.6	9.4	9.7	9.5	9.2	9.6
Nutrition Consultant seemed interested in understanding your needs.	9.1	9.3	9.0	9.4	9.3	9.1
Nutrition Consultant was patient and calm.	9.4	9.5	9.5	9.6	9.4	9.4
Nutrition Consultant was polite.	9.5	9.4	9.7	9.4	9.4	9.5
Nutrition Consultant provided useful information.	9.1	9.2	9.4	9.7	9.5	9.4
Nutrition Consultant was willing to provide assistance.	9.2	9.4	9.0	9.5	9.4	9.5
Nutrition Consultant answered your questions in an easy to understand way.	9.1	9.3	9.5	9.5	9.5	9.4
Nutrition Consultant clearly understood your problems or issues.	8.7	9.1	8.9	9.6	9.4	9.2
Nutrition Consultant was well informed on your problems or issues.	9.3	9.2	9.1	9,6	9.4	9.4
Nutrition Consultant answered your questions as completely as possible.	9.4	9.4	9.2	9.7	9,4	9.4
Nutrition Consultant was open to hearing and confirming that s/he understood your needs or problems.	9.2	9.4	9.0	9.4	9.3	9.5
Customer Satisfaction Item Text						
Using a 10-point scale on which 1 means very dissatisfied and 10 means very satisfied, how satisfied are you with the service received from Bright from the Start?	9.1	9.0	9.0	9.5	9.5	9.1
Using a 10-point scale on which 1 means falls short of your expectations and 10 means exceeds your expectations, to what extent has Bright from the Start exceeded or fallen short of your expectations?	8.7	8.4	8.8	9.2	8.8	8.9
Now imagine how an ideal government agency would serve you. Using a 10-point scale on which 1 means not very close to the ideal and 10 means very close to the ideal, how would you rate Bright from the Start?	8.6	8.3	9.3	9.4	9.0	8.7
Custom Survey Item Text		111				
Nutrition Consultant seemed willing to go "the extra mile" to help meet your needs for technical assistance.	8.9	9.2	9.0	9.4	9.3	9.2
Using a 10-point scale where 1 means Strongly Disagree and 10 means Strongly Agree, please rate the following statement. "It appears that Bright from the Start is working more like one department."	8.6	8.2	8,9	9.2	8.9	8.7
Nutrition Consultant responded to your concerns.	9.2	9.3	9.0	9.4	9.6	9.4
Nutrition Consultant was fair in their review.	8.9	9.3	9.0	9.4	9.8	9.4
Nutrition Consultant applied the rules and regulations in a fair manner.	9.3	9.4	9.0	9.5	9.5	9.4
Nutrition Consultant clearly understood USDA regulations.	9.3	9.4	9.4	9.5	9.5	9.4
* 10-point scale where 1 means Poor and 10 means Excellent	7.4	7.4	7.4	9.7	9.7	9.7

<sup>10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 13: Findings among Nutrition Review Survey Respondents

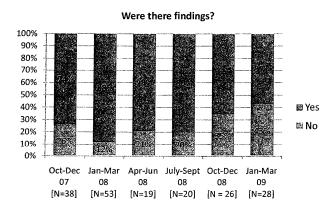


Figure 14: Reclaims Among Nutrition Review Survey Respondents

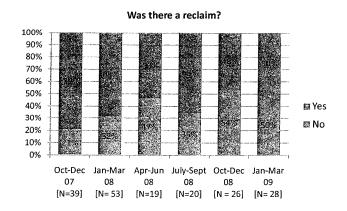


Figure 15: Title of Nutrition Review Survey Respondents (%)

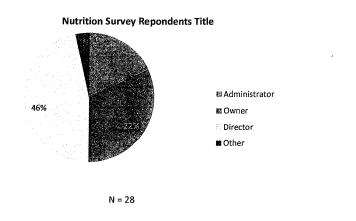


Figure 16: Frequency of Visits to Bright from the Start Website among Nutrition Review Survey Respondents

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

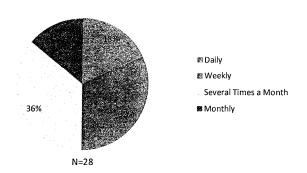


Table 10: Bright from the Start Website Item Means for Nutrition Review Survey Respondents

Website Item Text	Oct- Dec 07 Item Mean N=39	Jan-Mar 08 Item Mean N=60	Apr- June 08 Item Mean N=21	July-Sept 08 Item Mean N=54	Oct-Dec 08 Item Mean N=26	Jan-Mar 09 Item Mean N=28
The website was easy to use.	8.2	8.5	9.0	8,8	8.7	8.7
The website was easy to search for information.	7.2	8.1	8.8	8.4	8.5	8.5
I was able to find the information I was looking for.	7.8	8.5	8.7	8.9	9.0	8.8
The quality of the information on the website met my needs.	8.0	8.6	8.9	9.0	9.1	9.0
I am very likely to use the website again.	8.8	9.3	9.8	9.5	9.3	9.3
I am very likely to use the website as a primary resource.	8.4	8.6	9.2	9.1	9.0	8.7
I would recommend the website to others.	8.4	9.0	9.7	9.2	9.2	9.1

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Table 11: Electronic Funds Transfer [EFT] Process Item Means for Nutrition Review Survey

Electronic Funds Transfer [EFT] Item Text	Jan-Mar 08 Item Mean*	Jan-Mar 09 Item Mean*
I am satisfied with the Electronic Funds Transfer (EFT) process for receiving reimbursements.	9.2**	9.8
I am satisfied with the time it takes for funds to be deposited to my account.	9.0**	9.1
Finance staff members are knowledgeable about the payment process.	9.3**	9.6
Finance staff members communicate with my staff in a timely manner.	8.9**	9.2

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree
\*\*>25% non-response rate -the 2009 data had <25% non-response rate for all items, hence no \*\*

## SECTION 5: Pre-K Program PQA & TA Visit

Table 12: Item Means for Pre-K Program PQA Visit Survey

	Oct-Dec 07 Item	Jan-Mar 08 Item	Apr-June 08 Item	July-Sept 08 Item	Oct-Dec 08 Item	Jan-Mar 09 Item
GSQI Item Text	Mean N=8	Mean N=22	Mean N=742	Mean N=32	Mean N=283	Mean N≃265
Contacting a Pre-K consultant about your need or problem					200	200
was easy.	9.1	9.2	8.7	9.5	9.1	9.4
Information about the service or agency was easy to find.	9.4	9.0	8.9	9,4	9.2	9,2
Wait time to talk to the Pre-K consultant of the day was reasonable.	8.0	8.5	8.7	9.8	8.9	9.1
Pre-K Consultant greeted you respectfully.	9.4	9.4	9.4	9.9	9,6	9.7
Pre-K Consultant seemed interested in understanding						
your needs.	9.3	8.3	8.7	9.3	9.2	9.2
Pre-K Consultant was patient and calm.	8.6	9.4	9.2	9.5	9,5	9.5
Pre-K Consultant was polite.	9.3	9.3	9.4	9,7	9.6	9.7
Pre-K Consultant provided useful information.	9.5	8.6	8.8	9,4	9.2	9.4
Pre-K Consultant was willing to provide assistance.	9.3	8.6	8.9	9.4	9.3	9,5
Pre-K Consultant answered your questions in an easy to understand way.	9.6	8.1	8.8	9.5	9.3	9.4
Pre-K Consultant was well informed on your problems or issues.	8.9	8.0	8.6	9.6	9.3	9,2
Pre-K Consultant answered your questions as completely						
as possible.	9.3	8.1	8.8	9.4	9.3	9.4
Pre-K Consultant responded to your concerns.	9.1	8.6	8.7	9.3	9.3	9.3
Pre-K Consultant was open to hearing and confirming that						
s/he understood your needs or problems.	9.3	8.1	8.6	9.5	9.2	9.2
Customer Satisfaction Item Text						
Using a 10-point scale on which 1 means very dissatisfied	j					
and 10 means very satisfied, how satisfied are you with the service received from Bright from the Start?	8.9	8.2	0.0			
Using a 10-point scale on which 1 means falls short of your	8.9	8.2	8.3	9.1	8.9	9.1
expectations and 10 means exceeds your expectations, to				-		
what extent has Bright from the Start exceeded or fallen	1			i		
short of your expectations?	8.4	8.0	7.8	8.4	8.5	8.5
Now imagine how an ideal government agency would	ŀ	ļ				
serve you. Using a 10-point scale on which 1 means not very close to the ideal and 10 means very close to the			ı	ļ	ŀ	
ideal, how would you rate Bright from the Start?	8.3	7.9	7.8	8.4	8.3	8.5
Custom Survey Item Text	0.5	7.5	7.0	0.4	0.5	. 6.5
Pre-K Consultant clearly understood the PQA process.	9.4	8.7	9.0	9.8	9.5	9.5
Pre-K Consultant was fair in their review.	7.5	7.8	8.4	9.4	9.2	9.1
Pre-K Consultant applied the rules and regulations in a fair						
manner.	9.1	8.4	8.6	9.3	9.3	9.2
Pre-K Consultant clearly understood Pre-K guidelines.	9.6	8.6	9.1	9.7	9.5	9.5
It appears that Bright from the Start is working more like					i	
one department.	7.9	8.1	7.9	8.4	8.3	8.5

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Table 13: Item Means for Pre-K Program TA Visit Survey

GSQI Item Text	July Sept 08 Item Mean N=46	Oct-Dec 08 Item Mean N=62	Jan-Mar 09 Item Mean N=79
Contacting a Pre-K consultant about your need or problem was easy.	9.2	9.4	9.2
Information about the service or agency was easy to find.	9.2	9.3	8.7
Wait time to talk to the Pre-K consultant of the day was reasonable.	9.4	9.4	8.8
Pre-K Consultant greeted you respectfully.	9.5	9.7	9.4
Pre-K Consultant seemed interested in understanding your needs.	9.2	9.5	9.1
Pre-K Consultant was patient and calm.	9.5	9.7	9.3
Pre-K Consultant was polite.	9.6	9.7	9.4
Pre-K Consultant provided useful information.	9.3	9.6	9.2
Pre-K Consultant was willing to provide assistance.	9.1	9.6	9.4
Pre-K Consultant answered your questions in an easy to understand way.	9.3	9.5	9,3
Pre-K Consultant was well informed on your problems or issues.	9.3	9.4	9.1
Pre-K Consultant answered your questions as completely as possible.	9.1	9.4	9.2
Pre-K Consultant responded to your concerns.	9.2	9.5	9.1
Pre-K Consultant was open to hearing and confirming that s/he understood your needs or problems.	9.3	9,5	9.2
Customer Satisfaction Item Text			
Using a 10-point scale on which 1 means very dissatisfied and 10 means very satisfied, how satisfied are you with the service received from Bright from the Start?	9.0	9.2	8.7
Using a 10-point scale on which 1 means falls short of your expectations and 10 means exceeds your expectations, to what extent has Bright from the Start exceeded or fallen short of your expectations?	8.6	8.5	8.0
Now imagine how an ideal government agency would serve you. Using a 10-point scale on which 1 means not very close to the ideal and 10 means very close to the ideal, how would you rate Bright from the Start?	8.4	8.3	8.0
Custom Survey Item Text			
Pre-K Consultant clearly understood the PQA process.	N/A	N/A	N/A
Pre-K Consultant was fair in their review.	N/A	N/A	N/A
Pre-K Consultant applied the rules and regulations in a fair manner.	N/A	N/A	N/A
Pre-K Consultant clearly understood Pre-K guidelines.	N/A	N/A	N/A
It appears that Bright from the Start is working more like one department.	8.0	8.2	8.2

<sup>\* 10-</sup>point scale where 1 means Poor and 10 means Excellent

Figure 17: Pre-K Program PQA Visit Survey Respondents -- Receipt of Expected Scores

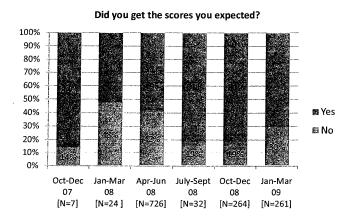


Figure 18: Pre-K Program PQA Visit Survey Respondents -- TA Visit Recommendations

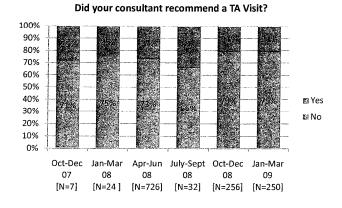


Figure 19: Pre-K Program TA Visit Survey Respondents -- Who Initiated TA Visit

# Who initiated the TA visit? 3% ■ Pre-K Consultant ☑ Project Director Site Director Teacher

Figure 20: Pre-K Program TA Visit Survey Respondents - Application for Pre-K Expansion

N=79

#### Has this program applied for Pre-K expansion?

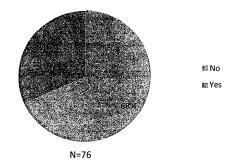


Figure 21: Pre-K Program TA Visit Survey Respondents Where Program Did Apply For Pre-K Expansion -- Was Program Granted Pre-K Expansion

#### Was your program granted the Pre-K expansion requested?

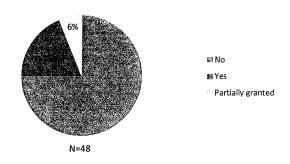


Figure 22: Title of Pre-K Program PQA Visit Survey Respondents

#### What is your title?

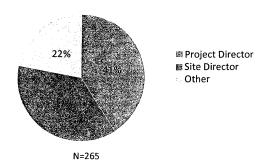


Figure 23: Title of Pre-K Program TA Visit Survey Respondents

#### What is your title?

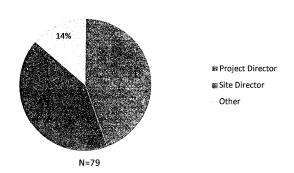


Figure 24: Frequency of Visits to Bright from the Start Website among Pre-K Program PQA Visit Survey Respondents

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

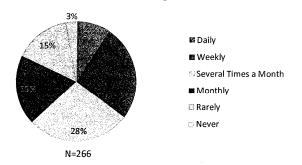


Figure 25: Frequency of Visits to Bright from the Start Website among Pre-K Program TA Visit Survey Respondents

#### How often do you visit the Bright from the Start website at www.decal.state.ga.us?

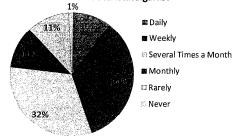


Table 14: Bright from the Start Website Item Means for Pre-K Programs PQA and TA Visit Survey Respondents

N=79

Website Item Text	Oct-Dec 07 Item Mean N=8	Jan-Mar 08 Item Mean N=22	Apr- June 08 Item Mean N=742	PQA July- Sept 08 Item Mean N=32	TA Visit July Sept 08 Item Mean N=46	PQA Oct-Dec 08 Item Mean N=279	TA Visit Oct-Dec 08 Item Mean N=62	PQA Jan-Mar 09 Item Mean N=250	TA Visit Jan-Mar 09 Item Mean N=78
The website was easy to use.	9.0	8.6	8.4	8.5	8.5	8.3	8.6	8.5	8.2
The website was easy to search for information.	8.8	8.5	8.3	8.5	8.3	8.1	8.5	8.3	8.0
I was able to find the information I was looking for.	8.6	8.2	8,4	8.7	8.6	8.4	8.3	8.5	8.2
The quality of the information on the website met my needs.	8.9	8.7	8.6	8.9	8.7	8.6	8.7	8.7	8.6
I am very likely to use the website again.	9.0	9.3	9.1	8.5	9.1	9.0	9.1	9.2	9.1
I am very likely to use the website as a primary resource.	9.0	8.8	8.3	8.8	8.4	8.3	8.4	8.4	8.3
I would recommend the website to others.	7.9	8.8	8.7	8.5	8.8	8.7	8.5	8.9	8.5

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree

Table 15: Electronic Funds Transfer [EFT] Process Item Means for Pre-K Programs PQA and TA Visit Survey

Electronic Funds Transfer [EFT] Item Text	Jan-Mar 08 Item Mean*	PQA Jan-Mar 09 Item Mean*	TA Jan-Mar 09 Item Mean*
I am satisfied with the Electronic Funds Transfer (EFT) process for receiving reimbursements.	9.2**	9.6**	9.5**
I am satisfied with the time it takes for funds to be deposited to my			
account.	9.1**	9.5**	9.3
Finance staff members are knowledgeable about the payment process.	9.1**	9.3**	9.3**
Finance staff members communicate with my staff in a timely manner.	9.0**	9.0**	9.2**

<sup>\*10</sup> point scale where 1 means Strongly Disagree and 10 means Strongly Agree \*\*>25% non-response rate

## **SECTION 6: Comparison of Common Items**

Table 16: Jan-Mar 09 Item Means Comparison for Georgia Service Quality Index [GSQI] and Customer Satisfaction Index [CSI] Items Common across all Groups

	GSQI Item Text	Child Care Site Visit N=149	Family Day Care Site Visit N=128	Nutrition Review N=28	Pre-K PQA Visit N=265	Pre-K TA Visit N=79
1	Courteous	1				
l	Consultant greeted you respectfully.	9.1	9.1	9.6	9.7	9,4
ii si	Consultant seemed interested in understanding your needs.	8.8	8.8	9.1	9.2	9.1
븰	Consultant was patient and calm.	9.2	9,2	9.4	9.5	9.3
es/	Consultant was polite.	9.2	9.2	9.5	9.7	9.4
Ĭ	Helpful				100	
∄	Consultant provided useful information.	8.9	9.0	9.4	9.4	9.2
GSQI Attributes/Items	Consultant was willing to provide assistance.	8.9	8.7	9.5	9.5	9.4
	Knowledgeable					1.1.1.1
	Consultant answered your questions in an easy to understand way.	9.1	9.0	9.4	9.4	9.3
	Consultant was well informed on your problems or issues.	8.8	8.8	9.4	9.2	9.1
	Responsive					
	Consultant answered your questions as completely as possible.	8.9	8.9	9.4	9.4	9.2
	Consultant was open to hearing and confirming that s/he understood your needs or problems.	8.8	8.6	9.5	9.2	9.2
	Customer Satisfaction Item Text					
	On a scale from 1 to 10, how satisfied are you with the service you received from this agency?	8.7	8.7	9.1	9.1	8.7
CSI	On a scale from 1 to 10, to what extent has the service you received from this agency exceeded or fallen short of your expectations?	8.2	8.4	8.9	8.5	8.0
	Think about how and ideal agency would serve you. On a scale from 1 to 10, how would you rate the service you received from this agency?	8.2	8.6	8.7	8.5	8.0

<sup>\* 10</sup> point scale where 1 means Poor and 10 means Excellent



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#### Public Performance and Management Group Project Staff

M. Christine Lewis is a Research Consultant with the Public Performance and Management Group. Dr. Lewis is the lead researcher on several major projects at Georgia State University. Her research focuses on customer centered organizational change. Dr. Lewis helps organizations create value for customers, get fully recognized for the value they create, and get fully funded based on the value they create and the potential to enhance that value. She helps organizations adopt a customer focused approach to service improvement, service design and recovery from service failures. Dr. Lewis conducts research to determine the key drivers of customer and employee satisfaction for organizations so they can "move the meter" on satisfaction by targeting high impact improvement projects. She also conducts research with customers and employees to facilitate product and service design decisions and to help organizations understand how customers choose a specific brand. Dr. Lewis assists organizations with the development and execution of effective communication strategies, including the development of a brand identity, brand awareness and all aspects of brand management. She was previously employed by AT&T in strategic planning, market, sales and product management. She has served as a consultant to a variety of corporations, nonprofits and government organizations. She is also a former professor of Marketing at Wayne State University in Detroit, Michigan. Dr. Lewis holds a B.S. in Business Administration from the University of Nebraska and an MBA and Ph.D. in Business Administration from Michigan State University.

Deon Locklin is Director of the Public Performance and Management Group, and an adjunct faculty member of the Public Management and Policy Department, at Georgia State University. Her career includes over 20 years of delivering technical assistance and conducting applied research, executive coaching, and instruction within the public sector. Nationally, she has conducted over 500 seminars, presentations, and guest lectures. Locklin has created and managed numerous education programs for emerging leaders in the public and nonprofit sectors. She assists public sector and nonprofit organizations with customer-driven strategic management, the design and implementation of management development programs, and the creation of organizational performance management systems. In addition, she has conducted multiple field-based research projects in needs analysis, customer satisfaction assessment, citizen engagement, and program evaluation. She currently teaches PAUS 3021 (Citizenship, the Community, and Public Service). Internationally, she has a lead role in expansion of the Andrew Young School of Policy Studies' study abroad program and partnership development with the University of Strasbourg and the University of Nuremberg in the areas of human rights policy, public sector management practices, and public sector organizational change intervention strategies.

Jason Lee is a Research Associate with the Public Performance and Management Group at Georgia State University. In this role, he conducts project management and serves as customer liaison for applied research projects within the public sector. Lee holds Bachelor of Science degrees in Physics and Public Administration, as well as a Master of Public Administration from Georgia State University.